

ABSTRACT OF THE DISCLOSURE

A positioning operation is performed to acquire a positioning result immediately before or immediately after a photographing instruction is given. GPS positioning is performed in response to a positioning start instruction (half depression of the shutter), after which the photographing instruction is issued. GPS positioning and photographing are carried out in order when an operation (full depression of the shutter) serves as both the photographing instruction and the positioning start instruction. When power is on, positioning is performed once and positioning information is held and stored in a saving memory in association with positioning information carried on a photographed image. Alternatively, photographing is performed first and when a power OFF switch is operated after the photographing operation is completed, positioning is performed and positioning information is stored in the saving memory in association with each photographed image. Immediately before series photographing is initiated, GPS positioning is performed and a positioning result is held, and after series photographing is finished, the positioning result is stored in a temporary memory in association with each of serially photographed images stored.